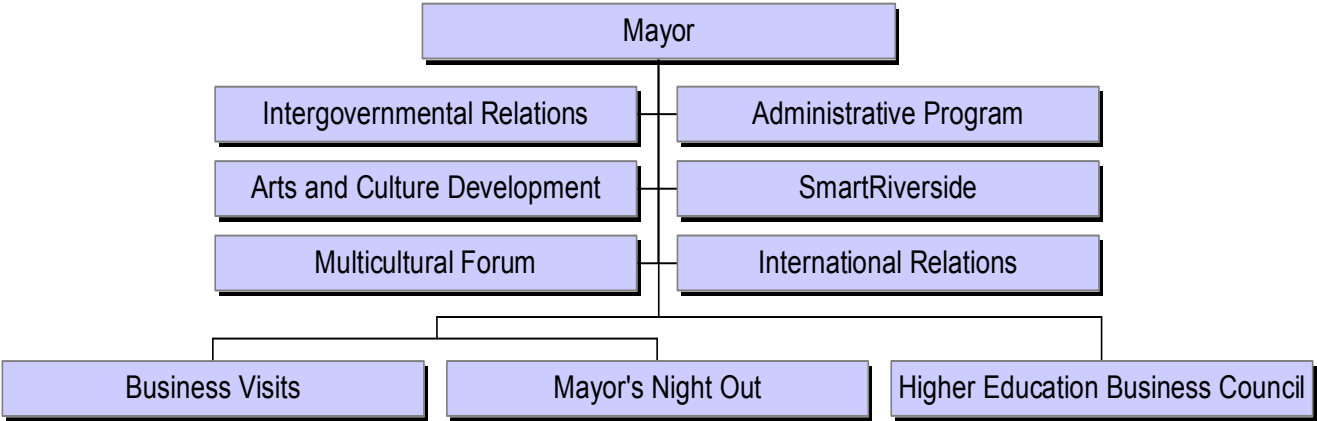


Mayor



Description of the Service

The Office of the Mayor is the center of diverse requests for assistance from citizens, businesses, government agencies, and private nonprofits, as well as the City Council. The Mayor represents the City at numerous ceremonial and other official affairs. The Mayor's Office has established programs aimed at accomplishing each of the Mayor's major priorities: Economic Development, Quality of Life, and Inclusive Community.

Mayor

Mission Statement

The mission of the Mayor's Office is to provide leadership and support to the City Council and to develop public policy that furthers the vision of Riverside as a safe, inclusive and livable community. The Mayor's office provides leadership and support to residents by representing their interests within the city organization and communicating with them towards the shared vision.

Major 2003/04 Priorities

- Increase Economic Development, with a focus on the new economy and high paying jobs.
- Accentuate Quality of Life, with Riverside as a community of choice distinguished by good neighborhoods, safe streets, educational institutions, parks, libraries, and arts and cultural opportunities.
- Emphasize Riverside as an inclusive community that underscores respect for cultural diversity.

Strategic Priorities Addressed

- Preserve and Improve our Quality of Life
- Reduce Transportation Congestion and Improve Traffic Flow
- Address Riverside's Social Concerns with Community Involvement
- Beautify the City
- Increase Our Investment in Youth and Children

Programs and Program Goals

FY 2003/04

Business Visits & "TLC": To help foster a business-friendly climate in Riverside that assists in the growth and prosperity of local companies. The Mayor's Business Visitation Team, through monthly Business Visits and TLC luncheons, addresses concerns of businesses and assesses short - and long-term business needs in the City so as to retain and expand our local businesses. (*Economic Development*)

Mayor's Night Out: To bring City Hall to Riverside's 26 neighborhoods in order to listen and respond to citizen concerns thus creating an awareness of city resources available to residents and increasing the visibility and responsiveness of City Hall. (*Quality of Life*)

Smart Riverside (formerly RCOL): To create a "smart community" in order to improve the quality of life of those who choose to live, work or play in Riverside through innovative targeted technology initiatives. (*Economic Development/Quality of Life*)

Higher Education Business Council: To promote Riverside as a community of colleges and universities; enhance the quality of life through better community awareness of the intellectual, cultural, economic and human resources benefits generated by the four colleges and universities; and encourage economic development and higher education partnerships on such matters as the creation of a "smart community" and a well trained workforce. (*Economic Development/Quality of Life*)

Arts and Culture Development: To make Riverside a center for arts, culture, arts education and entertainment and to establish an Arts and Cultural district in downtown Riverside in order to enhance our City's reputation as a renowned center for arts and culture. (*Quality of Life*)

Multicultural Forum: To serve as a place for discussion about diversity and multiculturalism, advise the Mayor on presenting cultural difference as economic, educational, and civic strengths, and undertake projects in order to help build a more inclusive community. (*Inclusive Community*)

International Relations: To continue to develop relationships with cities in other countries in order to promote cultural, educational and economic ties and benefits. (*Inclusive Community*)

Mayor

Performance Measures

	Actual	Estimated	Target
	2001/02	2002/03	2003/04
% of responses to concerns mailed back to citizens	100%	100%	100%
# of SmartRiverside/Riverside Community Online (RCOL) website visits	106,292	120,000	135,000
# of business visits conducted	26	18	26

Recent Accomplishments

- Continued the Mayor's Night Out program, fulfilling a commitment to visiting one of the 26 neighborhoods nearly every month since 1994. To date, approximately 90 visits have been conducted.
- Surveyed and analyzed regional organizations and interests with a view to developing a regional policy agenda and game plan.
- Assisted SmartRiverside in the development of targeted goals and objectives, including supporting the Downtown Wireless Mall initiative.
- Visited new and existing hi-tech and other businesses in the City of Riverside as a part of the Business Visitation Program, continuing a seven-year commitment to this program. Over 215 businesses have been visited as part of this program.
- Mayor's Multicultural Forum guided the distribution and endorsement of the "Building a More Inclusive Riverside Community" Statement of values that will shape and guide the community's multicultural development. The Multicultural Audit was revamped to reflect the current ethnic diversity in the community.
- Formulated plan for how to become a "Model Clean Air City" by bringing together multiple parties to collaborate on strategies, many of which are now being implemented.
- Arts and Culture task force, which defined Vision 2005 and Call to Action, developed its proposal and formed a 501c3 organization to create an Arts and Culture District.
- The Mayor's Homeownership Task Force developed and recommended a comprehensive series of steps to increase homeownership in the City. These recommendations have been adopted and are being implemented with a goal of increasing homeownership to 60 percent by 2005.
- Worked with community partners on a charity golf tournament set for Fall 2003, which will donate funds toward efforts designed to make Riverside a more senior friendly community.

Mayor

Department Summary

Budget Summary	Actual 2001/02	Budget 2002/03	Approved 2003/04	Change
Personnel Services	338,161	406,339	511,648	25.9%
Non-Personnel	63,173	44,062	205,247	365.8%
Special Projects	9,935	6,238	2,500	-59.9%
Equipment Outlay	0	0	0	---
<i>Direct Operating</i>	411,269	456,639	719,395	57.5%
Debt Service		0	0	---
Capital Outlay		0	0	---
Charge From Others	200,817	210,622	228,012	8.3%
<i>Gross Budget</i>	612,086	667,261	947,407	42.0%
Charge To Others	(411,136)	(359,778)	(468,963)	30.3%
Net Budget	200,950	307,483	478,444	55.6%

Expenditure Summary (Gross Budget)

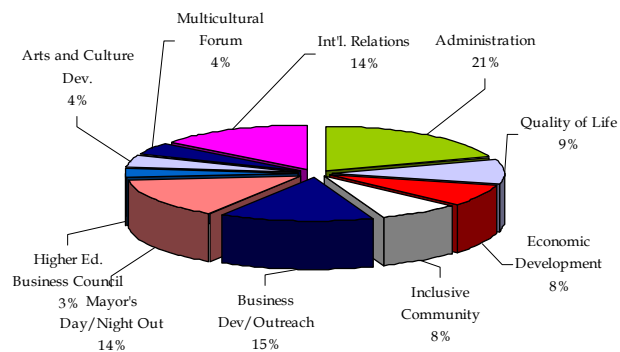
Mayor	612,086	667,261	947,407	42.0%
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Expenditure Total	612,086	667,261	947,407	42.0%
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Personnel Summary	5.51	5.39	6.15	0.76
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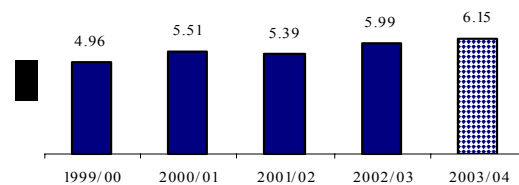
Program Summary

Spending Distribution



Spending distributions are an approximation.

Personnel Summary



Historical Budget Expenditures

